

DOWNTOWN SCOOP

Director's Corner

I trust that everyone is hanging tough, and that we will get through these challenging economic times.

As quickly as Downtown Days are over I would like to hold a couple of meetings to start planning for holiday retail promotions. Please be thinking about some of the things that you would like to do.

Your help will be needed to bring any plans and ideas to fruition. Due to budget constraints, my work hours are limited, and I do not have office help.

The WCDC had hoped to secure a Downtown Enhancement Grant thru Indiana Main Street to assist with promotional materials, but right now the availability of grant monies is questionable.

Despite the uncertainty of grant funds, WCDC plans to publish an informational brochure highlighting downtown businesses before the holiday season.

Cindy Dobbins

DOWNTOWN DAYS

Warsaw's 2009 Downtown Days Event is scheduled for August 7th and August 8th. This year the event is scheduled in conjunction with the Lincoln Highway Celebration.

Merchant sidewalk sales and "in-store" specials are slated to begin on Friday. Warsaw Parks and Recreation will be hosting a Family Carnival from 6 p.m. to 9 p.m. on Friday, August 7th.

Saturday events will kick-off at 9:00 a.m. with the K21 Health Foundation 5K "Race Thru Town." Bill Crane of Genesis Management. is assisting with this activity.

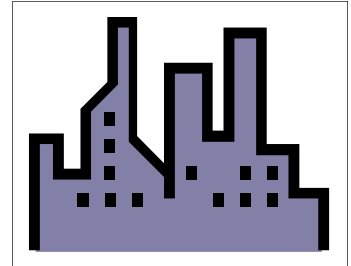
Another highlight of the morning will be the Penguin Point/Warsaw Breakfast Optimist Big Wheel Race at 10:00.

The National City Bank parking lot will be the site of several children's activities including a small ferris wheel, swings, an airplane ride and a moonwalk. Other kids' activities include face painting, games and the KCV Cycling Club's "Safety City."

The Entertainment Tent will feature Collier's School of Dance, Caudill's Tae Kwon Do, Giverny Fitness, Storyteller Carol Knarr and a Magician.

National City will host its annual Watermelon Feast from 11:00 a.m. to 2:00 p.m.

The KCV Cycling Club will host the Downtown Classic Criterium cycling event from 1:00 p.m. to 7:00 p.m., and Bowen Center will spon-



sor a classic car show at 7:30 p.m. Car Show entry is free and prizes will be awarded.

Rex's Rendezvous will feature a band and beverage tent from 4:00 p.m. to 10:30 p.m. on North Buffalo Street.

Downtown merchants are encouraged to host sidewalk sales both Friday and Saturday as the public looks forward to shopping the sidewalk sales. Lincoln Highway Vendors will also be located on the streets and sidewalks around town on Saturday.

A tentative listing of street closures appears on page 2. Event flyers will be distributed soon.

DOWNTOWN PARKING OPPORTUNITIES

While parking rental opportunities are sometimes difficult to come by in Downtown Warsaw, the WCDC has been advised that there are currently a few open spots available. The Menzie lot on the

corner of Indiana and Main currently has a couple of openings. There are also a few spots available in the City Parking Lot off of South Buffalo Street. Contact the City of Warsaw at 372-9527.

Also, please keep in mind that there are a limited number of free spots available in the lot just south of the tracks off of Lake Street. The free parking is available on a "first come first serve" basis.

Street Closing Notes

Plans are to begin closing a portion of North Buffalo Street near the southeast corner of the Court-house Square about 3:00 p.m. on Friday, August 7th. This is necessary so that we can locate a large tent in the street.

South Buffalo Street between Center Street and the alley south of National City Bank will be closed around 6:00 p.m. on Friday, August 7th so that food vendors may begin setting up.

The remaining streets & Nat City's lot will be closed very early Saturday morning. Residents should make provisions to park outside of the festival area on Friday night, or else be prepared to move cars prior to 6:00 a.m.

All streets will re-open between 10:30 and 11:30 p.m. on Saturday evening.

The WDCD apologizes for the inconvenience. Other than for Spooktacular, we don't anticipate any other major street closures this year.

DOWNTOWN DAYS STREET CLOSINGS—AUGUST 7TH & 8TH

Center Street from Lake to Indiana

Indiana Street from Center to Main

Main Street from Indiana to Lake

Lake Street from Main to Center

Buffalo Street from Main to Market

“Developing Your Marketing Strategy”

KDI and the WDCD will join forces with the Indiana Small Business Development Center to present a marketing seminar. Join Alan Steele, SBDC Business Advisor, to learn how to make your business known to your customers.

This seminar will cover the definition of marketing, marketing concepts, the 5 P's of marketing, characteristics of a good marketing plan, and reasons for developing a marketing plan.

- WHEN:** Thursday, August 20, 2009
7:30 a.m.—9:30 a.m. (Continental Breakfast Provided)
- WHERE:** Warsaw-Kosciusko Chamber of Commerce
313 S. Buffalo Street, Warsaw, Indiana 46580
- REGISTRATION:** \$25 per person (Reservations are required!)
Call (574) 267-6311

DOWNTOWN BUILDING/APARTMENT OPEN HOUSES

On Wednesday, August 12th from 4:30 p.m. to 6:30 p.m. the WDCD will host a “Downtown Open House” event to showcase properties that are available for sale or lease in downtown Warsaw.. Anyone that has a building or apartment available for sale or lease is encouraged to participate.

Notices will be placed in area newspapers as well as the Times Union. Attendees will be instructed to stop by the WDCD office on the 12th to pick up a listing of all properties that will be available for inspection. The WDCD will also provide info about the Matching Façade Grant and Revolving Loan Programs.

Please call 267-6419 or e-mail wcdc@kconline.com for more details.